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PATENT APPLICATION  
10/681448

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Knott *et al.*  
Serial No.: 10/681448  
Date Filed: October 8, 2003  
Confirmation No.: 9392  
Group Art Unit: 3622  
Examiner: Carlson, Jeffrey D.  
Title: *System and Method for Automated Customized  
Content Delivery for Web Sites*

**MAIL STOP AMENDMENT**  
COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

The undersigned certifies that this document was submitted to the U.S. Patent and Trademark Office via the electronic filing system (EFS) on the date indicated.

/joseph p lally/  
Joseph P. Lally

April 30, 2009  
Date

Dear Sir:

**RESPONSE TO OFFICE ACTION**

In response to the Office Action mailed January 30, 2009, Applicants respectfully submit the following amendments set forth below and request favorable action thereon.

**A Listing of the Claims** begins on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.